

INCOMING POLAND

Country and people¹

Capital	Warsaw (1,708,000 inhabitants)
Area	312,679 km ²
Inhabitants	38.0 million (2017) / (growth rate -0.1%) 37.0 million (forecast 2025)
Mean age	40.7 years
Economy	GDP per capita: 13,535 Euro (2019) (GDP – real growth rate 3.7% 2019)*
Unemployment rate	3.9% (2019)
Inflation rate	2.5% (2019)* *forecast
Gini coefficient	0,31 / rank 19 (OECD average 0,31)

GENERAL TRAVEL BEHAVIOUR

Percentage of business-related overnight stays domestic/abroad²

■ Poland: 20% abroad / 80% domestic

■ Intensity of travel abroad: 60.5% (resident population from 15 years on)
= 0,6 trips per person

Destinations of trips abroad in 2017

rank 1 – Germany

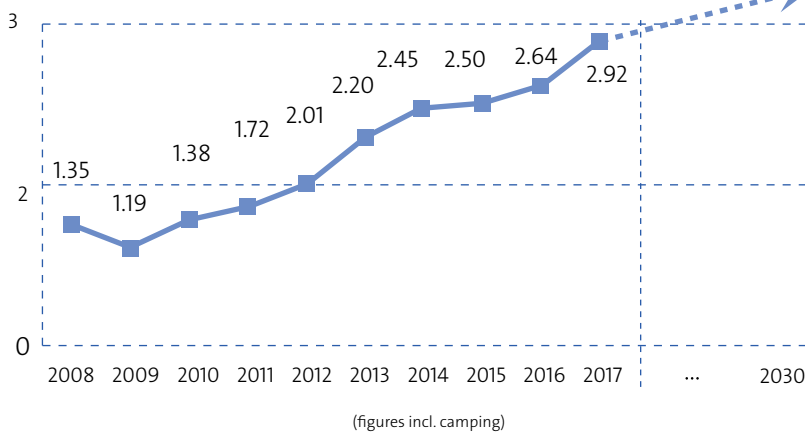
rank 2 – Great Britain

rank 3 – Spain

rank 4 – Greece

DESTINATION GERMANY

Overnight stays – current and long-term development³ in millions



- Year 2017: 1,033,676 arrivals from Poland / 2,917,562 overnight stays (camping included)
- Volume of overnight stays: increase 2008–2017 by +116.6%; growth 2016–2017: +10.4%; average annual rate of change 2008–2017: +9.4%
- Total sales turnover for incoming trips: round 5.4 billion Euro (2017)
- DZT forecast until 2030: 4.6 m overnight stays

MOST POPULAR DESTINATIONS IN 2017

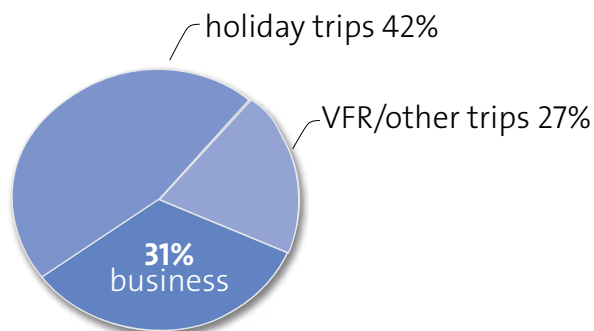
Federal states ³	Cities ³ (more than 100.000 inhabitants)
rank 1: Bavaria with 17.2% of all overnight stays	rank 1: Berlin with 314,532 overnight stays
rank 2: North Rhine-Westphalia with 14.0% of all overnight stays	rank 2: Munich with 88,747 overnight stays
rank 3: Baden-Württemberg with 11.4% of all overnight stays	rank 3: Hamburg with 75,793 overnight stays
rank 4: Berlin with 10.7% of all overnight stays	rank 4: Frankfurt with 74,614 overnight stays

Purpose of all incoming trips

- 42% holiday trips, ■ 31% business trips, ■ 27% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 54% traditional business trips, 46% promotable business trips, of which:
44% conferences/congresses/seminars, 47% exhibits/trade fairs, 9% incentive
- Holiday trips:
19% holidays in tourist regions, 19% touring holidays, 41% holidays in city/visit of an event

Booking-behaviour, main mode of transport, accommodation during holiday trips

- 63% of all holiday trips are booked in advance; 57% online booking
- 60% car, 14% plane, 8% train, 17% coach
- 59% accommodation paid for (38% hotel)



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REFERENCE

World Travel Monitor 2017, IPK International; also:

¹ www.cia.gov, www.gtai.de

² Eurostat 2018

³ German Federal Statistics Office 2009-2018 / German State Offices 2018

Supported by:



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by the German Bundestag